

Message

From: Carmichael, Lea [Carmichael.Lea@epa.gov]
Sent: 3/28/2019 9:12:43 PM
To: Courtnage, Robert [Courtnage.Robert@EPA.GOV]
CC: Cappuccilli, Eva [cappuccilli.eva@epa.gov]
Subject: RE: Asbestos Infographic Layout
Attachments: Infographic text – Asbestos SNUR.docx

Here is a really rough concept:

Infographic text – Asbestos SNUR

The Significant New Use Rule for Asbestos Compliments Two Actions Under the Toxic Substances Control Act

SNUR

The significant new use rule for asbestos targets any use of asbestos that is neither banned nor ongoing in the United States. Historically, asbestos was used in thousands of applications. Six uses of asbestos are banned. Six uses of asbestos are currently ongoing. Every other use of asbestos is now subject to the SNUR, which means discontinued uses of asbestos cannot resume without notification to and approval from EPA. In the unlikely event that a company intends to pursue any use of asbestos subject to the SNUR, EPA will assess the intended use to ensure safety.

1989 Partial Ban

- The manufacture, import, use, and distribution of several discontinued asbestos-containing products are banned
- New uses of asbestos are prohibited from entering the U.S. marketplace
- The SNUR does not remove the ban on discontinued or new uses of asbestos
- EPA identifies uses of asbestos that were ongoing in 1989 as discontinued today, and the SNUR addresses these former uses that are not banned

Risk Evaluation

- Several uses of asbestos are ongoing in the United States today
- EPA is evaluating the risks, exposures, and hazards associated with the conditions of use of asbestos
- If the ongoing uses of asbestos are determined to present an unreasonable risk of injury to health or the environment, the Agency will take additional regulatory actions to manage those risks

From: Courtnage, Robert
Sent: Thursday, March 28, 2019 5:05 PM
To: Carmichael, Lea <Carmichael.Lea@epa.gov>
Cc: Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: Re: Asbestos Infographic Layout

Okay

Robert T. Courtnage
Associate Chief
Fibers and Organics Branch
National Program Chemicals Division

Office of Pollution Prevention and Toxics
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Ex. 6 Cell phone number

Sent from my iPhone

On Mar 28, 2019, at 4:56 PM, Carmichael, Lea <Carmichael.Lea@epa.gov> wrote:

I like what Eva did better than the pillars. I think we should work on the text a little bit before doing more with the infographic. I will have an idea for you shortly and maybe we can brainstorm more from that.

From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 4:51 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Ok, I'll try a new mock up based on pillars—I think that also gets at the fact that the infographic is about our actions as an Agency too, which is missing in the current draft.

Eva Cappuccilli
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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 4:48 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Sonia didn't like that puzzle piece thing I sent, so you can forget that one. I like the three pillars idea but I wonder if the inadvertent message is there Lea? Maybe use what you already have with Lea's thoughts and try one other thing—it's always harder when time constrained. . .

https://www.slideteam.net/business_powerpoint_diagrams/flat-design-diagrams/concepts-shapes-flat-design/10749592-style-essentials-1-our-vision-3-piece-powerpoint-presentation-diagram-infographic-slide.html

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From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 4:12 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Hi Robert,

Sorry, EZTech has been remoting onto my computer for the last hour... I could in theory make either of those, but I'm not sure the layout for the puzzle pieces vs. the pie chart circle vs. what I have now really conveys different meaning. I think all three just convey that the three compliment each other or are three parts of a whole. I think that might be the best you could get in terms of the visual piece without clarifying text.

What do you think?

Best,
Eva

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 4:07 PM
To: Carmichael, Lea <Carmichael.Lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

What about this? Hard to make—can we buy it or steal it?

<image001.jpg>

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 3:51 PM
To: Carmichael, Lea <carmichael.lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

This is what I had in mind—I'll look for something else.

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 3:36 PM
To: Carmichael, Lea <carmichael.lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

I know Cheryl didn't like a pie chart exactly—but Sonia is the lead on this graphic. What about as an alternative to pitch a pie with three completely equal pieces: Partial 1989 TSCA Ban; Risk Evaluation; SNUR.

I really think the value is to show that this action completes the total picture/circle/thing/whatever.

If we don't show that this graphic does nothing to help the public understand in my opinion.

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From: Carmichael, Lea
Sent: Thursday, March 28, 2019 3:21 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Courtnage, Robert <Courtnage.Robert@EPA.GOV>
Subject: RE: Asbestos Infographic Layout

That's a good idea. So the shape is like this?

<image005.png>

From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 2:48 PM

To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

I could remove the connection between the Ban & Phaseout Rule circle and the Risk Evaluation circle, and lay them out a bit more linearly, so it looks like the SNUR is what's bringing the two together?

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 2:46 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

It's very attractive Eva—you do good work. I do think we should be conveying that the SNUR fills a gap that is currently missing to complete the circle. I know we don't have a lot of time, but I think that is an important message to convey. Thoughts Lea?

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From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 2:38 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: Asbestos Infographic Layout

Hi Robert and Lea.

I wanted to send you what I have so far on the asbestos infographic (with placeholder text). I didn't want to tweak it too much more without seeing if this captured what we were talking about yesterday.

Let me know, and I can plug in text!

Best,
Eva

Eva Cappuccilli

Environmental Protection Specialist
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